SPECTRA

CASE STUDY

NextTech Consultants

Managed Service Provider | 6 Employees | Growth Stage

KEY RESULT

30%

client cyber insurance
premium reduction at renewal

L2 CERTIFIED	SpectraCare	30% SAVINGS	3 CONTROLS
Business Advantage	included in every contract	Caravan Coffee at renewal	MDR | BEC | Backup

THE STORY

THE CHALLENGE

NextTech was delivering quality security services, but had no external proof of it. Vendor choices were made on instinct. Prospects who didn't already know them had no reason to trust their claims over any other MSP's.

THE SOLUTION

SPECTRA independently reviewed NextTech's stack against defined controls: MDR with 24x7 SOC, BEC protection with phish-resistant MFA, and immutable backup with tested recovery. One vendor failed the review. NextTech replaced it.

THE RESULTS

Pete Miller, owner of Caravan Coffee, went with NextTech and renewed his cyber Insurance with a NextTech certified swrvice and environment. His premium came back 30% lower. Two more clients renewals are in progress.

HOW NextTech USES SpectraCare TO STAND APART

Most MSPs get certified and stop there. NextTech went further. SpectraCare is SPECTRA's financial backing on certified service delivery. If a covered cyber incident occurs, the client receives a cash payout, not the MSP.

NextTech made a strategic decision that's paying off. For every client with twelve or more employees, NextTech absorbs the cost of SpectraCare directly in the service contract. The client pays nothing extra. NextTech carries it.

In sales conversations, the pitch is direct: a third party reviews our work, and if we are wrong, the payout goes to you... not us. No other MSP in their market makes that offer. It removes the trust question before a prospect has to ask it, and it does so with financial commitment rather than unverifiable claims. SpectraCare helped to get the business the 30% cyber insurance discount for Caravan Coffee - another validation point of the certified service.

Another NextTech client, a security consultant prospect, saw the certification requirements during onboarding and said, "this is phenomenal; this is exactly what we've been looking for." That response is what happens when a prospect has seen every other MSP pitch and finally sees one with skin in the game.

> "You can trust us because we have an external company that reviews us and tells us whether we're doing it right or not"
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> **— JOSIAH PHILIPSEN, FOUNDER, NEXTTECH**